





Carriage Charter

Yesterday's Transportation Today

An event to be remembered and treasured ... sleek horses, coachmen and carriage ... friends waving and heartfelt congratulations ... flushed cheeks, scented ruffles and starched lace ... the trembling excitement of new beginnings for a young couple in love. Consider Carriage Charter.

We offer a romantic mode of transportation for the bride to the church with her father, and to the reception with her groom, or for the groom to the church and to the reception with his bride. Our authentic equipment adds a unique touch to any festive occasion.

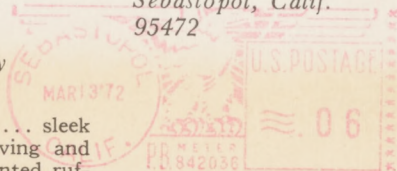
Arrangements can be made for transporting the entire wedding party in similar elegance. Our services could be the highlight of your wedding celebration.

Sincerely,

John Jenkel, Proprietor

Phone 707-823-7083

3325 Hwy. 116 N.
Sebastopol, Calif.
95472



*Mr. & Mrs. Dan Ruggler
290 Chase St.
Sonoma, Calif.
95476*

VALLEY OF THE MOON VINTAGE FESTIVAL ASSOCIATION
BOARD OF DIRECTORS MEETING - JANUARY 11, 1972

BOARD PRESENT: G. Cartwright, B. Stockton, G. Amari, S. Youngdahl,
M. Hunter, J. Carter, M. Ketron, J. Switzer, M. Mulas,
B. Lynch, P. Walker, C. Ross, R. Parducci, R. Kristensen,
D. Ruggles

BOARD ABSENT: R. Kelly

PRESS PRESENT: T. O'Callaghan, Index-Tribune; A. Hansen, Press Democrat

Meeting called to order by G. Cartwright, Pres. Pro/Tem. Minutes of last meeting were read, motion by P. Walker, second by M. Hunter to accept minutes as presented, motion carried. TREASURERS REPORT: Tres. C. Ross gave complete treasurers report (copy attached to secretary minutes). Motion by P. Walker, seconded by R. Kristensen to accept report as presented, motion carried. Motion by P. Walker, seconded by J. Carter to deposit \$600.00 into the savings account, motion carried. ELECTION OF OFFICERS

PRES: Mel Hunter nominated for office by G. Amari, seconded by C. Ross. Motion by C. Ross seconded by G. Amari to close nominations for office of president, motion carried.

V.PRES: Roy Kristensen nominated for office by M. Mulas, seconded by P. Walker.
G. Cartwright nominated for office by C. Ross, seconded by P. Walker. Motion by C. Ross, seconded by P. Walker to close nominations for office of VP motion carried.

TRES: C. Ross nominated for office by G. Amari, seconded by J. Carter. Motion to close nominations for office of Treasurer by R. Kristensen, seconded by M. Mulas, motion carried.

SEC: Sue Stanley was nominated for office of secretary by J. Carter, seconded by G. Amari. Motion by M. Mulas, seconded by P. Walker to close nominations for office of secretary, motion carried.

The following officers were elected to serve for 1972:

Pres: Mel Hunter
V.Pres: Gene Cartwright
Tres: Chris Ross
Sec.: Sue Stanley

P. Walker presented resignation as member of the board of directors and suggested the Vintage Festival become more of a Harvest Festival and open for all to attend and he is going to propose to wine makers to have a separate Wine Festival to appeal to the people of high caliber to come to Sonoma. Moved by G. Cartwright, seconded by G. Amari to accept resignation with deep regrets, motion carried. Motion by B. Hansen, seconded by J. Carter for secretary to obtain the name of the next person receiving highest number of votes and this person would fill vacancy, motion carried. MEETING DATE & TIME: Motion by J. Switzer, seconded by B. Stockton that the meetings be the 2nd Tuesday of each month at 8:00 AM, motion carried. DATE OF FESTIVAL: Motion by G. Amari, seconded by G. Cartwright that the 1972 VF be on September 22, 23 & 24, motion carried.

OVER

The following COMMITTEES were appointed and directed to meet and report at the meeting of February 8th:

By-Laws: C. Ross, Chm., B. Hansen, R. Parducci, G. Cartwright

Booths: M. Mulas, B. Stockton, G. Amari

New

Ideas: J. Switzer, B. Hansen, M. Ketron, J. Carter, R. Kelly

G. Amari reported that the booth committee for festival past had met with Catholic service and they have paid \$83.12 to association.

The following suggestions and comments were made:

Switzer: The booths should be by invitation only, thus eliminating the up for grabs system.

Lynch: Possibly put in by-laws the booths must show a profit of a certain amount in order to be allowed to continue the following year.

Cartwright: Human nature to skim off the top and we should request to see all receipts and cancelled checks.

Switzer: We need new ideas and not discuss and spend time going over the past.

Stockton: We should ask City of Sonoma to install more electrical connections.

Motion by C. Ross, seconded by S. Stanley to adjourn meeting, motion carried.

Respectfully submitted - Sue Stanley, Sect.

Booth Agreement

The undersigned organization, referred to herein as the operator, applies for booth space in connection with the 1972 Vintage Festival to be located in the Sonoma Plaza on Sept. 23 and 24, 1972, for the following type booth serving or selling:

All beverages to be served in paper cups.

Booths will be located by number and erected ^{a minimum} six (6) feet from the edge of the sidewalk. Booths will be completely erected on Friday, Sept. 22. Operator agrees to erect, operate and keep the booth area clean during and after the Festival, as well as to comply with regulations of the Public Health Service.

The position on Plaza will be determined by Booth Committee

In Vintage Festival 1972 there will be cash prizes awarded for the most appropriate booths. Costumes will be judged as part of decorations. Judging will be done by non interested parties, as follows:

First Prize _____

Second Prize _____

In order to upgrade our Festival, all booths should be decorated. Any booths not participating in the theme shall not be considered as a booth holder in the 1973 Festival.

The Vintage Festival Association asks that every effort be made to design and decorate booths in keeping with the central theme of the Festival - early days in Sonoma - in mind. Appropriate costumes (colorful, modern or period styles) should be worn by booth attendants.

Operator agrees to pay, and encloses herewith, a deposit in the amount of \$50.00. This deposit is not refundable regardless of the net profit to the operation. It will be deductible from the 25% payment due from the profits. Also, a statement will be furnished to the Vintage Festival Association, showing a breakdown of expenses and income.

All booths should have fire extinguishers. Please check with Fire Dept. regarding this. All food booths are to have wooden floor (plywood sheet will comply with the public health requirements). All booths using gas are requested by the gas company to provide a safety cage, or no gas will be provided. Please contact the booth chairman, Mike Mulas for information. All workers in food booths will obtain chest film cards from the public health unit. Mike Mulas - 938-3134.

This Booth Agreement is to be filled out in duplicate and mailed to the Vintage Festival Association, 461 1st Street West, Sonoma, Calif., 95476. After acceptance, one copy will be signed and returned to you.

(Name of Organization)

Approved, Valley of the Moon Vintage Festival Association

By _____ Date _____

FESTIVAL STATEMENT
VINTAGE FESTIVAL 1972

Total Receipts _____

Expenditures:

Booth Materials 25% *per year*

Food Supplies

Beverages

Paper Supplies

Butane

Miscellaneous

Total Expenditures _____

Total Profits _____

Less \$50.00 application fee _____

Net Profit _____

1/4 Net profit due Vintage
Festival Assn. _____

Organization

Signed by _____
Officer

Date _____

This Statement due and payable by November 1, 1972, regardless of profits or loss.

If any questions regarding this statement arise, receipts may be requested. *for review*.

Note:

Only 25% of any capital investment for booth or permanent equipment shall be deductible in any one (1) year.

*Each booth holder shall be responsible
for paying own sales tax to Calif
Dept of Equalization.*

Mike -

Suggest Booth holders be
responsible - for paying over
excise tax to State of Calif.
Sue

Booth Agreement

The undersigned organization, referred to herein as the operator, applies for booth space in connection with the 1972 Vintage Festival to be located in the Sonoma Plaza on Sept. 23 and 24, 1972, for the following type booth serving or selling;

All beverages to be served in paper cups.

Booths will be located by number and erected Six (6) feet from the edge of the sidewalk. Booths will be completely erected on Friday, Sept. 22. Operator agrees to ~~pay~~ erect, operate and keep the booth area clean during and after the Festival, as well as to comply with regulations of the Public Health Service.

In Vintage Festival 1972 there will be cash prizes awarded for the most appropriate booths. Costumes will be judged as part of decorations. Judging will be done by non interested parties, as follows;

First Prize _____

Second Prize _____

In order to upgrade our Festival, all booths should be decorated. Any booths not participating in the theme shall not be considered as a booth holder in the 1973 Festival.

The Vintage Festival Association asks that every effort be made to design and decorate booths in keeping with the central theme of the Festival-----
Early Days in Sonoma ---- in Mind. Appropriate costumes (colorful , Modern, or period styles) should be worn by booth attendants.

Operator agrees to pay, and encloses herewith, a deposit in the amount of \$50.00. This deposit is not refundable regardless of the net profit to the operation. It will be deductible from the \$25 Payment due from the profits. Also a statement will be furnished to the Vintage Festival Association, showing a breakdown of expenses and income.

All booths should have fire extinguishers. Please check with Fire dept. regarding this. All food booths are to have wooden floor- plywood sheet will comply with the public health requirements. All booths using gas are requested by the gas company to provide a safety cage, or no gas will be provided. Please contact the booth chairman, Mike Mulas for information. All workers in food booths will obtain chest film cards from the Public Health Unit. Mike Mulas, 938-3134.

This Booth Agreement is to be filled out in duplicate and mailed to the Vintage Festival Assn., 461 1st St. West, Sonoma, 95476. After acceptance, one copy will be signed and returned to you.

(Name of Organization)

Approved, Valley of the Moon Vintage Festival Association

Date: _____

Festival Statement
Vintage Festival 1972

Total Receipts _____

Expenditures:

Booth Materials 25%

Food Supplies

Beverages

Paper Supplies

Butane

Miscellaneous _____

Total Expenditures _____

Total Profits _____

Less \$50.00 application fee _____

Net Profit _____

$\frac{1}{4}$ net profit due the Vintage
Festival Assn. _____

Organization

Signed By _____

Officer

Date _____
This Statement due and payable by Nov. 1st, 1972 , regardless of profits or
loss,

If any questions regarding this statement arise , receipts may be requested.

Note:

Only 25% of any capital investment for booth or permanent equipment shall be
deductible in any one year.

BREAKDOWN OF FESTIVAL EXPENSES

PRINTING	\$ 542.01
MAILING	177.00
PUBLIC RELATIONS	140.00
PATRON	96.22
MISCELLANEOUS	199.91
POLICE ASSOC. ADVANCE	400.00
DUES & FEES	319.54
RENTS	193.00
INSURANCE	361.00
BLESSING OF GRAPES	96.70
BALL	1660.12
FOOD HOSPITALITY	189.18
ENTERTAINMENT	621.78
COSTUMES	287.07
LUNCHEONS	278.84
QUEEN CONTEST	44.18
WINE TASTING	<u>281.09</u>

TOTAL EXPENSES:

\$5887.64

Respectfully Submitted

Chris Ross

Chris Ross

BREAKDOWN OF INCOME

VINTAGE FESTIVAL December 31, 1971

BOOTH FEES	\$2030.94
PATRON FEES	2066.00
BALL PROCEEDS	1233.84
SPONSORS DONATIONS	442 .00
COUNTY	1250.00
TRANSFERRED FROM SAVINGS ACCOUNT	200.00
TOTAL INCOME: January 1, 1971- Dec.31, 1971 \$7286.83	
EXPENSES:	3887 .64
PROFIT:	1399.19
RESERVE BALANCE: Savings Account,	
including \$32.15, interest earned to Sept. 30, 1971	\$ 958.04
TOTAL BALANCE ON HAND:	\$2357.23

RESPECTFULLY SUBMITTED:

Chris Ross
Chris Ross, Treasurer

VALLEY OF THE MOON VINTAGE FESTIVAL ASSOCIATION
MEMBERSHIP-BOARD MEETING - NOVEMBER 16, 1971 - ALTIMIRA SCHOOL

BOARD PRESENT: G. Cartwright, J. Carter, B. Hansen, Mel Hunter,
R. Kristensen, C. Ross, S. Stanley, B. Stockton,
P. Walker

Meeting called to order by Pres. Pro/Tem Gene Cartwright at 7:37PM. Cartwright explained to those present that the membership meeting is coincident with that of the Board of Directors third meeting and is an open meeting for discussion by the general membership and enact official business of the association. There being no quorum present the voting to elect a new Board of Directors will have to be done by mail ballot.

Chris Ross, Tres. gave financial report.

G. Cartwright read recommendations for new Board of Directors from the nominating committee which consisted of Helen Fernandez, Bernice Stockton, Bob Lynch, Bob DeBruycker, Goldia Rager.

Motion by Mel Hunter, second by Roy Kristensen nominating Evan Ross, motion carried.

Motion by Helen Fernandez, seconded by Bernice Stockton to close nominations from the floor, motion carried, one opposed (Walker).

It was suggested and approved by those present that the membership may write in additional names on the mail out ballot.

Ballots are to be mailed by November 19, 1971 to be returned to Robert Parmelee by December 10, 1971. Robert Parmelee will tally the votes.

Bernice Stockton gave brief report on the Booth Committee meeting with some representatives of Booths. Several questions were raised by the committee and several new statements will be submitted by the organizations in question.

There being no further business, meeting adjourned.

Respectfully submitted - Sue Stanley, Sect.



Louise Levy-Publicity
(707) 938-2696

For Immediate Release

HARASZTHY-VALLEJO WEDDING

Of special interest to long time residents of Sonoma and to all history buffs will be the staging of the original historical Haraszthy - Vallejo wedding scheduled for Saturday and Sunday at the Vintage Festival.

Enhancing this years preformance will be the participation of direct descendants of Count and Mrs. Agoston Haraszthy. In the role of Count and Mrs. Haraszthy will be Mr. and Mrs. Jan J. Haraszthy, great-grandson. The bride and groom will be Mr. and Mrs. Vallejo Jan Haraszthy, great-great-grandson.

The deep friendship between these great men, Count Agoston-Haraszthy, and General Vallejo indirectly led to the beginning and the source of todays premium wines of California, and eventually to the merger of the two families through marriage. This authentic performance should be a memorable occassion for all. Plan to attend Saturday at 1:00 P.M. beginning at the Mission. Or Sunday at 3:00 P.M. from the Blue Wing Inn.

VALLEY OF THE MOON VINTAGE FESTIVAL

SATURDAY PROGRAM

SEPTEMBER 23, 1972

VINTAGE FESTIVAL

11 A.M.	At the Mission	The Blessing of the Grapes
11 A.M.	N.W.Plaza	St. Leo's Folk Group
12 Noon	Spain, in front of Barracks	Water Fight
1 P.M.	Mission	Vallejo-Haraszthy Wedding
1:30	Bear Flag Monu.	Bear Flag Incident
1:45	Bear Flag Monu.	Raising of the American Flag
2-3 P.M.	N. E. Plaza	Band Concert - 12th Naval District
3 P.M.	Swiss Hotel	Three-Finger Jack
3: P.M.	N.W.Corner Plaza	Senior Citizens Kitchen Kettle Band
3:30-5PM	Grinstead Memorial	One Hundred Years of Fashion
7:30-9PM	No. Center Plaza	Folk Dancing
9:--1 PM	Veterans' Memorial	Spanish Ball
7:30pm -1 P.M.	High School	Vintage Festival Teenage Dance

SUNDAY PROGRAM

SEPTEMBER 24, 1972

VINTAGE FESTIVAL

9:30 & 11:30 A.M.	Episcopal Church	Historical Pageant
10:00- 12:00 Noon	Sonoma High School	Judging of the Vintage Parade
12:00 Noon	Up Broadway, Around Plaza & Return	VINTAGE PARADE
1 - 2:30 PM	N.W. Plaza	East Bay Banjo Group
1 - 2 PM	N.E. Plaza	Yuba City Band
2:30-3:30 P.M.	N.E. Corner Plaza	Clara Carbonaro GrecoAccordions
2:00-5:00 P.M.	Veterans' Memorial	Folk Dancing-Folk Dancing Federation of California
2:30 P.M.	Plaza-At Information Booth	Parade Winners Announced, Also Booths, Windows
2:30 P.M.	NW Corner of Plaza	Jr. Hungarian Dancers
3:00 P.M.	From Blue Wing Inn	Vallejo-Haraszthy Wedding
3:30-5:00	Grinstead Memorial	Robin Hood
4:30 P.M.	NW Corner of Plaza	Junior Hungarian Dancers
5:15 P.M.	NE Corner of Plaza	Sonoma County Concert Band
7:30-10 PM	Veterans' Memorial	Folk Dancing by Folk Dancing Red.



Louise Levy - Publicity
(707) 938-2696
Or:

For Immediate Release

Sue Stanley
Sonoma Valley Chamber of Commerce
(707) 996-1033

Sonoma will host the 26th Annual Vintage Festival this year on September 23 and 24. The festive celebration recalls the colorful history of Sonoma and is a thanksgiving for a bountiful harvest.

Gaiety and friendliness is the keynote of the Festival with parades, wine-tasting, folk dancing, the art show, Blessing of the Grapes, the crowning of the Queen, and the elaborate Spanish Ball.

There will be many other attractions to enjoy. The flavor and charm of the past hundred years will be accentuated throughout the Festival.

Some of the historic landmarks in Sonoma include the Mission San Francisco Solano, the Mexican Army Barracks, Lachryma Montis, home of General Vallejo, Salvadore Vallejo home, Toscano Hotel, the El Dorado Hotel and the Swiss Hotel, all open to the public.

Sonoma is north of San Francisco and Oakland (about 45 minutes by auto) blessed by scenic beauty, historic landmarks and warm, sunny weather. We welcome all visitors on this memorable occasion to join us in eating, wine tasting, dancing and in all of the festivities in Sonoma on September 23 and 24, 1972.

#